

TikTok: THE VALUE OF THE APP FOR COMMUNITIES AND BUSINESS LEADERS IN WEST VIRGINIA



In collaboration with TikTok, Oxford Economics measured the economic value of the TikTok platform to local communities and businesses across the United States. The video-sharing app connects family, friends, and neighbors to strengthen communities, inspire creativity and bring joy.

So, what economic impact has TikTok had on West Virginia?

Oxford Economics and TikTok fielded a survey of 2,750 small- to mid-sized businesses (SMBs)—including 59 SMBs from West Virginia—to learn how businesses and users interact with the app and leverage its economic and social opportunities.

Top 7 state-level facts

- 1 **17,000** businesses actively use TikTok in West Virginia.*
- 2 In 2023, SMB's use of TikTok in West Virginia as an advertisement and marketing platform contributed **\$64 million** to GDP and supported **680 jobs**. SMB activity also generated around **\$15 million** in federal, state, and local tax revenue in the state.
- 3 **49%** of SMBs in West Virginia say that TikTok is **critical** to their business.
- 4 **80%** of SMBs in West Virginia say their business's sales increased after promoting their products and services on TikTok, and **53%** say their business sold out of a product after promoting it on TikTok.
- 5 **59%** of SMBs in West Virginia say TikTok grants them the ability to connect with people from diverse communities who would otherwise be unreachable, and **63%** have attracted a new investor or an additional investment through a TikTok interaction.
- 6 **46%** of SMBs in West Virginia say their business hired an employee that they either sought out or first communicated with on the TikTok app.
- 7 **49%** of SMBs in West Virginia agree that their business needs to continue to use and improve upon TikTok marketing content in order to stay competitive.

VALUE FOR THE STATE

VALUE FOR BUSINESS LEADERS

* Counts for businesses as of June 2023